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Chronology Related to Causation
(Philip Morris Generated)

• **January 4, 1954**

Frank Statement – Did not regard recent reports that theorized cigarette smoking was in some way linked to lung cancer as conclusive. The statement acknowledged the work of other scientists and doctors that questioned these findings. In this statement, the major tobacco manufacturers and growers pledged aid and assistance to the research efforts of a committee known as the “Tobacco Industry Research Committee” into all phases of tobacco use and health. In particular, the Committee was to examine the alleged relationship between the use of tobacco and lung cancer. An Advisory Board consisting of scientists with no interest in the cigarette industry advised the committee on its research activities.

• **May 21, 1954**

O. Parker McComas, President of Philip Morris to the Society of Security Analysts, Chicago, Illinois
“The ‘health factor’ has always been one of great concern to the tobacco industry, because the industry has on occasion been challenged on the subject of smoking and health.” ... “This publication [A Scientific Perspective on the Cigarette Controversy] contained a summation of the considered opinions of many men of science on the subject of smoking and lung cancer. Briefly, their thoughts on the matter said much by saying little.”

• **July 13, 1954**

O. Parker McComas, President of Philip Morris before the Annual Stockholders Meeting
“In the current health controversy neither I nor anyone else knows what the scientists will finally find out about the constituents that make up our final product. I know that many doubts exist in scientific circles as to whether there may be elements present in tobacco smoke that are injurious to health.. Certainly, no conclusive laboratory tests have proved any relationship between cigarettes and the health of human beings.”

• **April 9, 1957**

O. Parker McComas, President of Philip Morris before the Annual Meeting of Stockholders
“From the great medical institutions and laboratories of the world where the problem is being approached from every conceivable angle, we have seen no evidence to controvert our belief that the use of tobacco is harmless to the average human being”.

• **May 27, 1957**

George Weissman, Vice President of Philip Morris to the Burley Auction Warehouse Association
“Without rehashing the arguments, I’ll merely assert that there is not one shred of conclusive evidence to support the link between cigarette smoking and lung cancer – certainly a lot less than the evidence concerning the inhalation of exhaust fumes from the automobiles driven around New York City or the smog fumes in Los Angeles. We in the Industry are prepared to follow the dictates of the research people when they tell us what the needs are to produce the BEST cigarettes for our consumers. We’ve always maintained that as our primary goal and we are certainly going to continue to do so.”

• **April 12, 1960**

Joseph F. Cullman, President, Philip Morris before the Annual Meeting of Stockholders
“We continue to support the Tobacco Industry Research Committee as we have since the inception of that organization. They have invested more than \$4,000,000 in research designed to determine the relationship—if any—between cigarettes and human health.”

• **June 28, 1960**

Joseph F. Cullman, President, Philip Morris before the New York Society of Security Analysts
“Six years ago we experienced the beginning of considerable publicity about claims that a statistical relationship had been reported between the incidence of recorded lung cancer and the increase in cigarette smoking in this country..

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Chronology Related to Causation
(Philip Morris Statements)
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Today we see the same statistics being used again and again. ... The statistical studies, of course, do not and cannot prove a cause and effect relationship between smoking and lung cancer. And the most frequently mentioned of these studies do not even claim that they do. THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION said last December that there is insufficient evidence to warrant the assumption that cigarette smoking is a causative factor in the increase in lung cancer."

... Research has shown that many factors including air pollutants may be involved in the causation of lung cancer. It is unwise and unscientific without proof to single out any one factor."

- November 15, 1961 ✓ H. Wakeham, Research to Research and Development Committee, New York, NY
Topics included the following: Chemistry of Cigarette Smoke; the Cancer Controversy; Smoking and Cardiovascular Diseases; R & D Program Leading to a Medically Acceptable Cigarette.
- May 24, 1962 ✓ Phenols in Tobacco: A Rundown by KA.
A summary of information on the carcinogenicity of phenol is presented. Conclusion is "...to date, the phenolic fraction of cigarette smoke alone has not yet produced cancer or even papillomas in animals. Phenol in pure form has, but slightly."
- December 31, 1962 ✓ Statistical Problems
A list of statistical problems regarding cancer associations and smoking is presented. Authorship is unknown. The outline includes the following: a. How much of the increase is real; b). Non-supporting associations in relation to smoking habits; c) Conflicting data; and d). Evidence against carcinogenic effect.
- ✓ Statistical Problems in Lung Cancer
An outline of statistical problems in associations with lung cancer is written. This may be a later version of the above draft. Author is not indicated. Outline included several topics such as: General magnitude of lung cancer problem; Cohort studies; Sources of bias; Absence of statistical relation of cigarette smoking to cancers of hands, lips, trachea, larynx, buccal cavity; Type of lung cancer vs. smoking; and Statistical correlations do not equal causation (direct).
- October 24, 1963
Memo from H. Wakeham to H. Cullman outlining "areas where the cigarette industry might be most subject to criticism and suggesting elements in smoke which might be most accused by either the medical profession or exploited by our competitors."
- October 28, 1964
Operations Department Presentation to Philip Morris Board of Directors
The report addressed what the authors defined as the principal problem facing the Industry – the question of Smoking and Health. Objective to develop products having maximum consumer appeal in the light of the current and future health conscious market place. Action was in anticipation of a health crisis precipitated by the Smoking and Health Report of the Surgeon's General's Committee. Conclusions expressed were:
 1. ... "the industry must find a way to make an effective technical rebuttal to the arguments of the anti-cigarette forces."
 2. "Secondly the government and private agencies would intensify their technical activities on the smoking and health question to protect their monetary and political interests. The Industry to avoid excessive regulation and to maintain its competitive independence would have to do likewise.

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3. "Third, these research efforts would in all likelihood lead sooner or later to cigarettes generally regarded as 'less harmful' than others. Philip Morris to maintain its competitive position would have to have on its shelf for introduction products substantially better physiologically ..." ... "All these efforts underscore the broad and serious attempts to eliminate what are generally believed to be harmful aspects of cigarette smoke."
- November 27, 1967
✓ Memorandum from T.S. Osdene to R.D. Carpenter re: All-Burley Cigarette
The memorandum indicates that "The results from our recently concluded skin-painting experiment, together with several reports in the literature, show that smoke from cigarettes containing only burley tobacco is less toxic and less tumorigenic to rodents than smoke from flue-cured or blended cigarettes."
- October 1, 1979
✓ Memorandum from Gina Gallovich re: Cancer: Myths and Realities of Cause and Cure
The memo reviews the above-titled book written by Drs. Kothari and Metha. According to the memo, the authors', main thesis is that "cancer is a discernable universal feature that is independent of the presumed carcinogens, and is impartial in its global way. Cancer is a part and parcel of mankind." In sum, the authors state that "the realization that cancer is not caused, and therefore, is not preventable, is a mixed blessing. ... The bitter part is that ... one in five would always be doomed to cancer, no matter what..."
- December 5, 1979
Manual on "company's position on various matters concerning the company's position on various matters in light of the controversy over smoking and health." The manual indicates that "...an examination of the available scientific evidence shows that the relationship between smoking and health is based primarily on studies reporting statistical associations between smoking and disease. These statistical associations cannot establish a cause-and-effect relationship. The most that such data can do is to indicate areas for further specific scientific research."
- May 30, 1991
The S & T Seminar: Review of the Scientific Developments in the Fields Related to Smoking & Health Since 1950 and an Outlook in the Future

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